

| Search Notes<br> | Application/Control No. | Applicant(s)/Patent under Reexamination |  |
|--|-------------------------|---|--|
|  | 09/773,547              | LIU ET AL.                              |  |
|  | Examiner                | Art Unit                                |  |
|  | Peter Choi              | 3623                                    |  |

| SEARCH NOTES<br>(INCLUDING SEARCH STRATEGY) |            |      |
|---|------------|------|
|   | DATE       | EXMR |
| survey; market; promotion, reward, bonus    | 11/12/2004 | PC   |
| survey; customer; reward; transaction       | 11/12/2004 | PC   |
| survey; customer; reward, loyalty, bonus    | 11/12/2004 | PC   |
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